

ANNUAL IMPACT REPORT

**2024: A CELEBRATION
OF PARTNERSHIP**



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LAND ACKNOWLEDGEMENT

At the Parkdale Food Centre, we gather everyday at our table on the unceded and unsundered land of the Anishinaabe Algonquin Nation. In doing so, we stand in the footsteps of many whose rich and cherished food traditions and practices have been extinguished through colonialism, racism and cultural appropriation.

Food security and food justice are at the heart of our work at Parkdale Food Centre. As a part of our commitment to reconciliation, and in acknowledging the land where we gather, we recognize that food security includes powers such as colonialism, that are built into our food system and impact who has a seat at the table, whose voices are heard and who experiences the most food insecurity.

We strive to honour the peoples and the land of the Anishinaabe Algonquin Nation, and commit to listening, learning and taking action in assisting to decolonize, heal and reconcile.



MESSAGE FROM THE CHAIR OF THE BOARD



This past year, my first as Chair of the Board, has been both an energizing and humbling experience. It's a privilege to serve an organization that reflects such strong values, namely dignity, inclusion and community. It's also been a year of significant change and growth, not just for Parkdale Food Centre, but for our broader community.

I want to take a moment to recognize PFC's past Board Chair, Deb Abbott. Deb brought steady leadership and heart to this role, and I'm grateful for the example she set. Following in her footsteps has been an honour and a responsibility that I have taken seriously.

Much of my focus this year has been on helping to ensure stability. That has meant working closely with our Executive Director to make sure PFC's staff have the support they need to do their important work. PFC's team continues to respond to growing challenges with innovation and integrity. Whether they're adjusting programs, forming new partnerships, or launching events that bring new people into the fold, their dedication is unwavering.

What makes PFC truly special is its community. This is a place where Neighbours, volunteers, staff, donors, partners and Board members all come together with a shared purpose. The relationships here are real. They are built on trust, respect, and a shared belief that everyone deserves dignified access to good food and the chance to thrive. That spirit of community is worth recognizing and protecting.

One of the Board's major efforts this year has been the development of a new Strategic Plan. Although the work is still being finalized, it already reflects a broad range of voices and a shared vision for the future. My hope is that PFC's Strategic Plan will be a foundation from which the organization can continue to build resilience and stability.

To all of the PFC community – our volunteers, donors, Neighbours, partners, staff, and Board – thank you. I'm proud of what we've accomplished together, and I'm hopeful for what's to come.

Warmly,

Alex Wilson
Chair, Board of Directors
Parkdale Food Centre

MESSAGE FROM EXECUTIVE DIRECTOR

DEAR FRIENDS AND SUPPORTERS,

It is hard to believe I am sitting down to write my second ever Annual Report message! I have now been with PFC for a year and a half. I can genuinely say the time spent in this space has strengthened my conviction that the way to make a positive impact in this world is by building community resilience.

I'm generally not a fan of buzz words, but when we look at the definition of resilience, it states that it is the capacity to "withstand or to recover quickly from difficulties; toughness". I cannot think of a more fitting description of our last year.

In a time marked by ongoing uncertainty and change, PFC has consistently stepped up. Every day, I am inspired by the compassion and the mutually shared belief that everyone deserves access to good food, dignity, and the opportunity to thrive.

At the heart of this resilience are the partnerships that sustain and strengthen us. From local businesses and nonprofit organizations to schools, healthcare providers, and dedicated volunteers, our ability to walk alongside our Neighbours is deeply rooted in collaboration.

This year, we have seen those partnerships flourish in ways both expected and surprising. Together, we launched new initiatives, adapted services, and found innovative ways to meet growing demand — not just with food, but with empathy, respect, and inclusion.

Parkdale Food Centre has always believed that food is a powerful tool for building community. But more than ever, this year has shown us that community is also the most powerful tool for building resilience. When one of us faces hardship, we all rise to meet it.

To our partners: Thank you for walking alongside us.

To our volunteers: Thank you for giving your time and hearts so freely.

And to our Neighbours: Thank you for reminding us every day what it means to show up for one another. The future we are working toward is not one we can reach alone — and I am so grateful we are in this together.

With deep appreciation,

Beth Ciavaglia
Executive Director
Parkdale Food Centre



PARTNERSHIP WITH THE ROYAL

MARCH

A beautiful partnership is born. In March, with funding from the **Ottawa Community Foundation**, we launched a new pilot collaboration with **The Royal Ottawa Mental Health Centre**, delivering a series of cooking workshops over two sessions of 8 weeks, to participants living with mental illness and substance use disorders. Using food as a connector, these workshops reduced social isolation, increased confidence and strengthened independent living skills supporting critical transitions and re-integration into community. Over time, we saw a remarkable shift — what started with quiet reservation grew into openness, engagement, and a sense of belonging.



"Cooking with others inspired me to cook more at home and made me feel connected to a community that supports me."
– Program Participant

This partnership enriched participants as well as both organizations. By providing key insights for PFC and Royal staff, we learned how to design more comprehensive support and develop a more integrated community response to mental health, food insecurity and isolation. Thank you to the Ottawa Community Foundation and The Royal Ottawa for helping make this program possible. And a huge thanks to our incredible 18 participants for sharing your authentic selves and enriching our community.





FARM PARTNERSHIPS

JUNE

It started with dahlias. Luke and Dana from **Terramor Farm** are long-time partners of PFC, from sharing seedlings with our Neighbours, to donating thousands of dollars worth of beautiful produce to our kitchen, Terramor's partnership with PFC is all about sharing local food and increasing its access to all. In June 2024, they wanted to level up, to think bigger about partnership and collaboration. It started with a simple fundraiser selling tubers for vibrant dahlias. Over the course of a few months, the collaboration morphed into what is now our farm-to-table fund: a unique platform for donors to support both PFC and their local farmers through dollars raised and directed to the purchasing of farm fresh products for our community meals and grocery program.



"We absolutely love working with PFC. We are so thankful to be able to contribute to the work that they do and to share the food that we grow with a broader community." – Luke Sheldrick



Over the course of the year, this partnership grew and transformed, bringing **Juniper Farm** and **Grazing Days Farm** to the table. Dried herbs and pasture-raised pork sausages were featured on our grocery program shelves, and our community meals featured *grass-fed beef and the region's finest seasonal produce*. At the end of 2024, over \$10,000 was raised towards purchasing from these farms. Most importantly, by thinking outside the box, these collaborations are increasing access to delicious local produce while working towards a healthy vibrant food system for all. In recognizing the environmental and social value of our food systems, our planet is healthier, our bodies are well-nourished, and our economies are more resilient.



OCDSB PARTNERSHIP

AUGUST

A collaborative response to change. Early in 2024, the provincial government confirmed cuts to the funding program that had supported our youth employment training programs for 6 years. It is partnership that evolved into the heart of the solution. A new collaboration with the Ottawa Carleton District School Board (OCDSB) launched shortly after, creating the building blocks for a new model, one that allowed us to offer meaningful opportunities for youth engagement and leadership as part of our Solutionary Crew. During the school year, participants now earn academic credits, and in the summer, they earn wages through the OCDSB's Focus on Youth program.

This new partnership enabled us to embed youth programming across PFC and offering youth an opportunity to engage more deeply with all our programs. We also grew as a team, learning how to be mentors, how to seize small moments to build relationships, celebrate wins, share skills and stories.

For the first time in 2024, Solutionary youth participated in our Advocacy in Motion training alongside an intergenerational cohort that included Neighbours who visit the center. This collaboration resulted in the development of youth-friendly workshops focused on advocacy and social justice, further broadening the reach and impact of our programming.



"I am immensely grateful to have had the opportunity to work with such amazing and wonderful individuals, as well as to really connect with those in my community"
– Youth 2024

One Solutionary graduate now sings regularly at our Community Breakfast, bringing joy and connection through music. Another designed the new point-of-sale membership card for our Grocery Program. A third co-led a community walk focused on food access and third spaces this spring alongside PFC staff. Solutionaries are stepping into visible leadership roles within their communities, becoming collaborators in systems change.





URBAN IMAGINARIES PARTNERSHIP

SEPTEMBER

Co-creating a community space. Over the past decades, our grocery program has changed and evolved a lot. We've strived to be trailblazers, at the forefront of a movement to create models of food access that centre dignity, agency, nourishment and belonging; that are intensely responsive to changing and diverse needs; that are grounded in community; and that are designed for resiliency.

In September of 2024, we started an exciting collaboration with **Urban Imaginaries Lab** (a research lab on community-based innovation processes from Carleton University) to develop a future vision and roadmap for Mino'Weesini. Supported by Urban Imaginaries, we asked our community to look ahead, five to ten years, to help us determine what's next. How can we continue to build on the assets of our community, to create a space of inclusive food access and a cornerstone for community engagement?

Over eight months, Urban Imaginaries facilitated multiple collaborative activities and events. Instead of using traditional surveys, the consultations used interactive and hands-on activities to bring community members together. All activities emphasized learning from and with each other, and valuing each story. The goal was to create a shared vision, build agreement, and start collectively imagining the future of Mino'Weesini. Over the next few months, we will be sharing a vision driven by community engagement and working with you all to take the next steps.



POVERTY REDUCTION STRATEGY LAUNCH

OCTOBER

Collective advocacy for poverty reduction. In October of 2024, the City of Ottawa passed its Poverty Reduction Strategy—a milestone rooted in years of sustained partnership and collaboration. After decades of work in poverty reduction, such as the Nutritious Food Basket reporting led by Ottawa Public Health, and the Poverty Hunger Working Group led by the Community Development Framework, the City of Ottawa created the Community Safety and Well-Being Plan. From this, foundational work began on the Poverty Reduction Strategy in 2021, led by the Ottawa Community Food Partnership (OCFP), the Ottawa Food Bank, and the Coalition of Community Health and Resource Centres, in collaboration with the Tamarack Institute and the City staff. These early efforts laid the groundwork for what would become a broad and inclusive community-driven process. In total 354 individuals, across 70 organizations, participated and shared their feedback, shaping the strategy into a focused framework built on five pillars.



"It's about solidarity. Having people of different backgrounds understand and support each other, working together for the same goal: to lift up the most vulnerable people in our city, who are there by no fault of their own."
– Advocacy in Motion Peer, Chantale

OCFP and PFC played a pivotal role in ensuring that policy conversations were grounded in the everyday realities of those experiencing poverty. Their voices, along with the efforts of countless community collaborators, helped turn collective wisdom into tangible, community-rooted solutions aimed at reducing food insecurity and supporting those impacted by poverty.

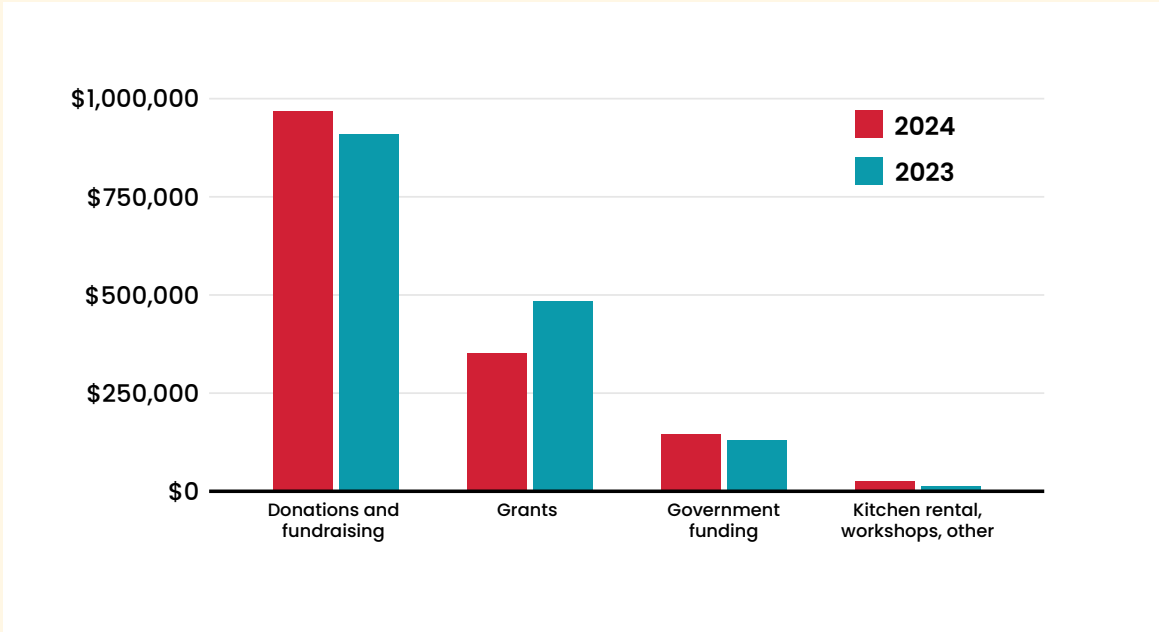


WHAT IS OCFP

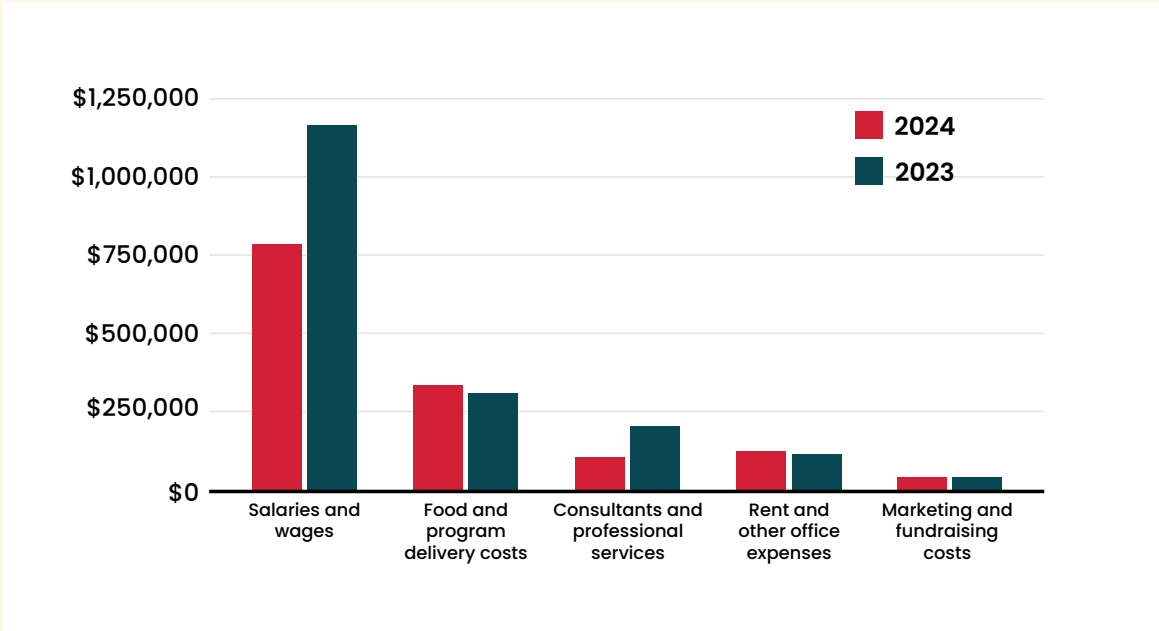
OCFP is a partnership of over 20 organizations, collaborating to share information and resources and to work alongside municipal policy makers to improve food security in Ottawa. Parkdale Food Centre acts as fiscal host of this collaborative.

2024 FINANCIALS

REVENUE: 2024 COMPARED TO 2023



EXPENSES: 2024 COMPARED TO 2023



THANK YOU!

Immense gratitude to everyone who stands beside us in support of a city where everyone, all Neighbours, have an opportunity to live a healthy, connected and fulfilling life.

MAJOR DONORS IN 2024

- WESLEY M NICOL FOUNDATION
- ROGER PAYANT LEGACY GIFT
- ST BRIGID’S SUMMER CAMP
- FIVE B FAMILY FOUNDATION
- KINDRED FOUNDATION
- THE MATT FOUNDATION
- KWC ARCHITECTS

MAJOR FUNDERS IN 2024







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